

File copy
9/14/53

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january	february	march	april																																																																																																																																																																								
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK ENDING FRIDAY, SEPTEMBER 11, 1953

Sept. 11 ROSH HASHONAH (Friday)--Second Day of Jewish New Year.

Friday Sept. 11 10:00 A.M.	PRESS PREVIEW OF FALL FASHIONS Martin's will invite the press to a showing of the Fall collection of coats, suits and dresses. By invitation. <u>Customer showing, Tuesday, Sept. 15 at 2:30 P.M., 6th floor. (Note Change of Date).</u> Publicity: Rita Dobbins, TR. 5-3100, Ext. 355.	MARTIN'S (BROOKLYN)	6TH FLOOR
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Friday Sept. 11 12:30 P.M.	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW Press showing of Tatiana du Plessix' Fall and Winter custom millinery. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA LE CHATEAU - 11TH FL.
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PRESS PREVIEWS: FALL CUSTOM-ORDER COLLECTIONS FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED AND NOTIFIED.

Friday Sept. 11	<u>MILGRIM</u> At 2:30 P.M.	6 WEST 57TH ST.	PUBL.: NADINE BERTIN	CI. 7-7200
Monday Sept. 14	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON (Also French Imports)	CI. 7-1100
Tuesday Sept. 15	<u>MAINBOCHER</u> At 11:00 A.M.	6 EAST 57TH ST.	PUBL.: ELEANOR LAMBERT	MU. 8-2130
Tuesday Sept. 15	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVENUE	PUBL.: RASPONI ASSOC.	TE. 8-8171

Saturday Sept. 12 2:30 P.M.	PREVIEW OF FALL MILLINERY Namm Loeser's will present Frank Palma's Fall millinery collection at an informal showing in their Millinery Salon. Mr. Palma will be present. Press invited. Open to public. Publ.: Muriel Lipchik, TR.5-5700,Ext. 76	NAMM LOESER'S (BROOKLYN)	2ND FLOOR
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Beginning Saturday Sept. 12- Sept. 17	PRESS WEEK IN MIAMI BEACH, FLORIDA Cruise and Resort Wear showings for trade and press. Contact: Mr. Jay E. Kashuk, Exec. Dir., Miami Fashion Council, Chamber of Commerce Bldg.,Miami.	MIAMI FASHION COUNCIL	RONEY PLAZA HOTEL MIAMI BEACH, FLORIDA
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WEEK BEGINNING MONDAY, SEPTEMBER 14, 1953

Beginning Monday Sept. 14 10:30 A.M.	OPENING OF JUNIOR HOLIDAY COLLECTION Opening of Mr. Mort's Holiday collection for juniors at 10:30 A.M. and 2:30 P.M. Contact: Mimi Fardel of The Miles, 58 W. 40th St., LO.4-5150.	MR. MORT, INC.	1400 BROADWAY SHOWROOM - 14TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 14	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 1).		
Monday Sept. 14 11:00 A.M.	FONTANA FASHIONS AT ANNIVERSARY SHOW Arnold Constable will celebrate their 128th Anniversary, with a showing of Fontana-designed fashions imported from Italy. This will be in conjunction with the film, "Three Girls From Rome." (<u>Note Change of Time</u>). For press and customers, by invitation. Buffet for press after the show. Fontana Publicity: Rosemary Sheehan, CI. 7-8060. Arnold Constable Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	3RD FLOOR
Beginning Monday Sept. 14 11:00 A.M.	OPENING OF HOLIDAY & RESORT COLLECTIONS Opening of Holiday and Resort collections by Madeleine Fauth of Arkay Junior Frocks at 11:00 A.M. and daily thereafter at 11:00 A.M. and 3:00 P.M.; and by Rappi of Junior Formals at 4:00 P.M. and daily thereafter at 11:00 A.M. and 4:00 P.M. Contact: Belle Karson, LO. 5-2626.	ARKAY JUNIOR FROCKS; JUNIOR FORMALS, INC.	498 SEVENTH AVENUE SHOWROOMS-19 & 20TH FL.
Monday Sept. 14 12:15 P.M. Luncheon	INTRODUCTION OF NEW BEAUTY AIDS Marion Phillips' "Essential Aids for Expectant Mothers", a new idea in beauty, will be introduced at a luncheon for the press. By invitation only. Publ.: Billi Rubin at Wesley Assoc., 247 Park Ave., EL. 5-2680.	MARION PHILLIPS, INC.	HOTEL PIERRE SUITES 3 & 4
Monday Sept. 14 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Zita's Fall ready-to-wear, custom-order, hats and accessories. Commentator: Portia Nelson. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Zita contact: RE. 4-0101. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ZITA, INC. (755 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM
Beginning Monday Sept. 14 2:00 P.M.	OPENING OF HOLIDAY & RESORT COLLECTION Opening of Holiday and Resort collection by Anne Fogarty of Margot Dresses at 2:00 P.M. and daily thereafter at 10:00 A.M. and 2:00 P.M. Contact: William Durland of Margot Dresses, LO. 5-2626.	MARGOT DRESSES	498 SEVENTH AVENUE SHOWROOM-19TH FLOOR
Beginning Monday Sept. 14 2:30 P.M.	OPENING OF HOLIDAY COLLECTION Clare Potter will present her Holiday collection at 2:30 P.M. daily for two weeks. Contact: Lorraine Kehoe, PE. 6-4167.	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM-24TH FLOOR
Monday Sept. 14 3:00 P.M.- 7:00 P.M.	RECEPTION TO MEET FOREIGN DESIGNERS The press will be invited to meet Sybil Connolly of Ireland, Manuel Pertegaz of Spain, Emilio Pucci of Italy, and Hubert de Givenchy of Paris at the Talon Dept. of Design. <u>From Sept. 14 to Sept. 19</u> , Rich's of Atlanta and Talon will present "One World of Fashion" in Atlanta, a complete musical revue, featuring theatrical personalities and these four couturiers, in addition to Maurice Rentner, Archie Davidow, Sidney Wragge, Vincent Monte-Sano and Arthur Schwartz of Fredrica Furs. There will be special activities at the store all week (which will be color televised on a closed circuit within the store); also benefit fashion shows at the Dinkler-Plaza Hotel in Atlanta. Contact: Dudley H. Garland at Talon Dept. of Design, 41 E. 51st St., MU. 8-5050.	TALON, INC. & RICH'S OF ATLANTA	41 EAST 51ST STREET TALON DEPT. OF DESIGN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 14 4:30 P.M.	PREVIEW: FALL CUSTOM- ORDER & READY-TO-WEAR Fall custom-order and ready-to-wear fashions and her first millinery col- lection will be presented to the press by Mme. E. Garnett. By invitation. Showing to customers, Tuesday, Sept. 15 at 2:30 P.M. Publicity: Austin Wilder, EL. 5-5275.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Beginning Monday Sept. 14	OPENING: MID-SEASON & HOLIDAY COLLECTION Opening of Janice Milan's Mid-Season and Holiday collection designed by Mildred Orrick. Contact: LO. 4-7940.	JANICE MILAN, INC.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Monday Sept. 14	OPENING OF HOLIDAY COLLECTION Presentation for the first time of a group of Holiday separates by Bill Atkinson at continuous showings. Contact: Mary Ellen Dockery, WI.7-4035.	GLEN OF MICHIGAN	1407 BROADWAY SHOWROOM - 23RD FLOOR
Week Of Sept.14	RESORT & EARLY SPRING SHOE COLLECTION Members include: Newton Elkin, Jerro Brothers, Julianelli, La Valle, John Marino, Palter DeLiso, Zuckerman & Fox, M. Wolf. By appointment only. Contact: Doris Beechman, at Hotel Shelburne, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS
Tuesday Sept. 15 9:30 A.M. Breakfast	PREVIEW OF 1954 SWIMSUIT COLLECTION Jantzen will present a preview of their 1954 swimsuit collection. By invitation only. Publicity: Mr. Dana Blackmar at Jantzen, LO. 4-2820.	JANTZEN KNITTING MILLS (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Tuesday Sept. 15 10:00 A.M. Breakfast	PRESS PREVIEW OF IMPORTS & COPIES Gimbels will present their international imports and copies. By invita- tion only. Publicity: Alan Koehler, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR SPECIALTY CORNER
Tuesday Sept. 15 10:30 A.M. Breakfast	PRESS PREVIEW: FASHIONS FOR TALL GIRLS Tall Wear will present a press preview of Fall fashions for tall girls, styled by Sylvia, featuring three tall types. By invitation only. Publicity: Helen Horschler at Frank Best & Co., CI. 7-6760.	TALL WEAR BY SYLVIA (13 EAST 47TH STREET)	HOTEL ROOSEVELT VANDERBILT SUITE
Sept. 15	MAINBOCHER'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 1).		
Tuesday Sept. 15 12:30 P.M. Luncheon	IMPORT COLLECTION AT LUNCHEON SHOWING Presentation of French & Italian imports and Macy's counterparts during luncheon. Press by invitation. Public by reservation; contact: Head- waiter, EL. 5-3000. (Customer showing, in Macy's Little Shop, 2nd floor, by ticket only, Monday, Sept. 21 at 2:30 P.M. Public showing, Thursday, Sept. 24 at 6:00 P.M.). Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	MACY'S NEW YORK	WALDORF-ASTORIA STARLIGHT ROOF
Sept. 15	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 1).		
Beginning Tuesday Sept. 15	OPENING OF HOLIDAY AND CRUISE COLLECTION Maria Krum will present her Holiday collection and a group of Cruisewear. Contact: CI. 7-3060.	MARIA KRUM, INC.	41 WEST 56TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 16 9:00 A.M. Coffee	FALL FASHION PREVIEW FOR PRESS Bloomingdale's will preview their Green Room collection of Fall ready-to-wear, including coats, suits and dresses. By invitation only. Contact: Margaret de Mille, EL. 5-6400, Ext. 695.	BLOOMINGDALE'S	3RD FLOOR GREEN ROOM
Wednesday Sept. 16 11:00 A.M.	PREVIEW: BERNARD NEWMAN'S READY-TO-WEAR COLLECTION Press preview of Bernard Newman's Fall ready-to-wear originals. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Wednesday Sept. 16 12:30 P.M. Luncheon	FALL FASHIONS BY LEONARD ARKIN Luncheon showing of Fall dresses, suits and ensembles by Leonard Arkin, available at Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arkin Contact: Betty Yarmon, WI. 7-5324. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 16 3:00 P.M.- 5:00 P.M. Cocktails	PREVIEW: 1953 NATIONAL HOME FURNISHINGS SHOW "Interiors-International" will be the theme of the third floor exhibit by the N.Y. Chapter of the American Institute of Decorators at the Fifth Annual Home Furnishings Show. Another special feature will be a live demonstration by members of the U.S. Potters' Association. Other exhibits include furniture, fabrics, glassware, carpeting, decorative accessories. Benefit showing (\$5.00) for Sister Kenny Foundation, Sept. 16, from 8:00 P.M. to Midnight. Director of Show: S. Robert Elton. Open daily, Thurs., Sept. 17-Sept. 27, from 11:00 A.M. to 11:00 P.M. Admission: \$1.50. Publicity: Nan Morrison or Gladys Bennett, Harold J. Siesel Co., 216 E. 49th St., PL. 9-6440.	NATIONAL HOME FURNISHINGS SHOW	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
Wednesday Sept. 16 4:00 P.M.- 6:00 P.M. Cocktails	SHOWING OF SWIMSUITS IN "SIGNATURE PRINTS" Special showing of Catalina's "Signature Prints" swimsuits for 1954, in fabrics designed by the following leading artists: Lacara Jean Allen, Ramon Prats, Jacqueline Groag and Aaron Bohrod. Show at 5:00 P.M. For press only, by invitation. Publicity: Virginia Dickson at Catalina, LA. 4-2380.	CATALINA, INC.	ASSOC. AMER. ARTISTS GALLERIES-711 FIFTH
Thursday Sept. 17 9:00 A.M. Breakfast	PREVIEW: CALTEX 1954 SWIMSUIT COLLECTION The Caltex of California 1954 swimsuit collection will be introduced to the N.Y. press at breakfast on Thursday, Sept. 17 at 9:00 A.M. By invitation only. Publicity: Sandra Kahn, MU. 9-2100.	CALTEX OF CALIFORNIA	417 FIFTH AVENUE SHOWROOM
Thursday Sept. 17 10:00 A.M.	PREVIEW: CUSTOM-ORDER AND "MADE TO MEASURE" The Fall custom-order and "made to measure" collection will be presented to the press by Oldric Royce. By invitation only. Publicity: Nona James, 20 W. 43rd St., CH. 4-7658.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Thursday Sept. 17 10:15 A.M.	PREVIEW: PARIS AND ITALIAN IMPORTS Ohrbach's will present their Paris and Italian import originals and copies to the press. By invitation only. Publicity: Mark Klauser, SP. 7-9000.	OHRBACH'S	2ND FLOOR OVAL ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 17 12:00 Noon Luncheon	IMPORT COLLECTIONS AT LUNCHEON SHOW "Report on Paris Fashions" by Carmel Snow, Editor of "Harper's Bazaar". Also, Fall presentation of import collections. Commentator: Patricia Cornwell, "Harper's Bazaar". Co-Chairman, Ready-to-Wear Division: Nancy Maxwell and Elizabeth Ritter. Price: \$7.50 for members; \$10.00 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Thursday Sept. 17 4:00 P.M. Cocktails	PREVIEW OF CASHMERE SWEATERS BY BRANELL Informal preview and cocktail party to introduce news in cashmere sweaters by Branell. By invitation. Publ.: Mildred Kaldor, 347 5th Ave., MU.9-5420.	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM-27TH FLOOR
Friday Sept. 18 11:00 A.M. Aperitif	PREVIEW OF HOLIDAY AND RESORT COLLECTION Rudolf will present cocktail and formal fashions for Holiday and Resort. By invitation only. <u>Trade showings Wed., Sept. 23rd at 4:00 P.M. daily.</u> Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM-12TH FLOOR
Sept. 19	YOM KIPPUR - JEWISH DAY OF ATONEMENT (Saturday)		
Monday Sept. 21 10:00 A.M. Breakfast	PREVIEW OF FASHIONS BY SYBIL CONNOLLY Lord & Taylor will invite the press to meet Sybil Connolly of Ireland, and to see her Fall collection in the new Young New Yorker Shop. By invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	6TH FLOOR
Monday Sept. 21 1:00 P.M. Luncheon	LUNCHEON SHOWING: IMPORTS AND COPIES Gimbels will present a fashion show of their International imports and copies during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gimbels Publicity: Alan Koehler, LO.5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE ROOM
Monday Sept. 21 4:00 P.M. Cocktails	PREVIEW: RESORT AND ADVANCE SPRING COLLECTION Hannah Troy will present a press preview of her Resort and early Spring collection. (<u>Note Change of Date</u>). By invitation. <u>Trade showings daily thereafter at 1:00 P.M.</u> Publicity: Gladys Steiner at Lester Harrison, 341 Madison Ave., MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Monday Sept. 21 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: FEATHER & FLOWER TRIMMINGS The Commercial Counselor to the French Embassy will present a collection of Feather & Flower trimmings including creations by leading French Milliners. By invitation only. <u>Trade showings September 22 to September 25.</u> Contact: Roland d'Albis, CO. 5-5677.	FRENCH EXPOSITIONS IN THE U.S. INC.	610 5TH AVENUE ROOM 414
Tuesday Sept. 22 9:00 A.M. Breakfast	PREVIEW: FALL FASHIONS FOR TALL GIRLS Breakfast preview for the press of Fall and Winter coats, suits, dresses and separates from the Tall Fashion Shop. <u>Show promptly at 9:30 A.M.</u> By invitation only. Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	TALL FASHION SHOP	667 MADISON AVENUE SALON-2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 22 10:30 A.M.	PRESS SHOWING: RESORT & ADVANCE SPRING LINE Preview for the press of the Benham Originals Resort and Advance Spring collection. By invitation. <u>Trade opening, Thurs., Sept. 24, at 2:30 P.M. daily.</u> Publicity: Donna Cannon, 104 E. 52nd St., PL. 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Tuesday Sept. 22 10:30 A.M.	OPENING OF BOUTIQUE COLLECTION Jane Derby will show her Boutique collection at 10:30 A.M. on Sept. 22, 23 and 25. By invitation. Contact: Estelle Marr, PL. 5-1830.	JANE DERBY	785 FIFTH AVENUE SHOWROOM-5TH FLOOR
Beginning Monday Sept. 22 12:00 Noon	OPENING OF RESORT & HOLIDAY COLLECTION Showing of Resort and Holiday and early Spring collection at 12:00 Noon daily. By appointment. Contact: BR. 9-5012.	PARNIS-LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM-18TH FLOOR
Tuesday Sept. 22 12:30 P.M. Luncheon	FATH-HALPERT FASHIONS AT LUNCHEON SHOW Gunther Jaeckel will present the Jacques Fath Winter collection, designed for Joseph Halpert, with a preview of original creations of Jacques Fath's Paris collection. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	GUNTHER JAECKEL	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Sept. 22 12:30 P.M. Luncheon	PREVIEW: FASHIONS FROM BETTER DRESS SALON Preview of "The Show Room" collection at lunch, with Fall fashions from Jane Engel's Better Dress Salon. For press and customers, by invitation only. Publicity: Louise G. Fried at Jane Engel, RH, 4-0300.	JANE ENGEL, INC. (50 EAST 79TH ST.)	LONGCHAMPS-2ND FLOOR MADISON AVE. & 79TH
Beginning Tuesday Sept. 22 1:00 P.M.	OPENING: PALM BEACH & TRAVEL COLLECTION Elfreda-Fox will show their Palm Beach and travel collection at 1:00 P.M. daily. Contact: CH. 4-2659.	ELFREDA-FOX, INC.	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
Beginning Tuesday Sept. 22 1:00 P.M.	OPENING: RESORT AND EARLY SPRING COLLECTION Richard J. Cole will present their Resort and early Spring collection to press and trade at 1:00 P.M. daily. Publ.: Mildred Kaldor, MU. 9-5420.	RICHARD J. COLE, INC.	1400 BROADWAY SHOWROOM-17TH FLOOR
Tuesday Sept. 22 3:30 P.M. Cocktails	PREVIEW OF 1954 SWIMSUIT COLLECTION Preview of Roxanne Swimsuits for 1954. (<u>Note Change of Time</u>). By invitation. Publ.: Marion Cherry at Diamond-Barnett, 6 E. 45th St., MU. 2-7025.	ROXANNE SWIMSUIT CO. (6 E. 32ND ST.)	SAVOY PLAZA HOTEL LE CHATEAU-11TH FLOOR
Beginning Tuesday Sept. 22 4:00 P.M.	OPENING OF RESORT & HOLIDAY COLLECTION Harmay will present their Cruise, Resort and Holiday collection to the press and trade, with daily showings at 4:00 P.M. By reservation only. Publicity: Pauline Greene, MU. 5-3164.	HARMAY	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
Wednesday Sept. 23 10:00 A.M.	PREVIEW: FASHIONS BY IRENE OF HOLLYWOOD Gunther Jaeckel's press preview of Fall fashions by Irene of Hollywood. By invitation only. Publicity: Carole Paley, PL. 5-7000.	GUNTHER JAECKEL	10 EAST 57TH STREET SALON-3RD FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 23- Sept. 24 11:00 A.M. Aperitif	PRESS PREVIEW OF SEA NYMPH SWIMSUITS Jordan Manufacturing Corp. will present their Sea Nymph Glamour Swimsuits for 1954 at 11:00 A.M., on Wed., Sept. 23 and Thurs., Sept. 24. By invitation. Contact: Helen Rothman, Jack Shor Public Relations, WI. 7-6700.	JORDAN MFG. CORP.	1410 BROADWAY SHOWROOM - 17TH FLOOR
Wednesday Sept. 23 12:00 Noon & 5:00 P.M.	SHOWING OF FASHIONS BY MR. MORT, INC. Presentation of Fall fashions by Mr. Mort at 12:00 Noon and 5:00 P.M. Press invited. Open to public. Publ.: Jeannette Smith, Mitchell 2-8000.	KRESGE-NEWARK	3RD FLOOR JUNIOR MISS DEPT.
Wednesday Sept. 23 12:30 P.M. Luncheon	SEYMOUR FOX FASHIONS AT LUNCHEON SHOW Showing of Seymour Fox coats and suits for Fall during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Seymour Fox Publicity: Ann R. Silver Assoc., 551 Fifth Ave., MU. 7-8654. Milgrim Publicity: Nadine Bertin, CI. 7-7200. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 23 12:30 P.M. Luncheon	COATS AND SUITS BY HARRY FRECHTEL The Hotel Pierre will open their Fall season of regular Wednesday luncheon fashion shows, with a presentation of Fall coats and suits by Harry Frechtel. Press by invitation. Public by reservation; contact: TE. 8-8000. Harry Frechtel contact: Herman Rothman, PE. 6-1310. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 23 4:00 P.M. Cocktails	PREVIEW OF 1954 SWIM FASHIONS Cole of California's 1954 collection of swim and after-swim fashions will be presented to the New York press. By invitation only. Publicity: Margot Mallary, Cole of California, Pacific Blvd. & Fruitland Ave., Los Angeles 58, California.	COLE OF CALIFORNIA	HOTEL PLAZA WHITE & GOLD SUITE
Thursday Sept. 24 9:30 A.M. Breakfast	PREVIEW OF RESORT & HOLIDAY COLLECTION Preview of Resort and early Spring collection, designed by Alan Phillips for Lentz Diminutives. <u>Showing at 10:00 A.M.</u> By invitation only. (Note Change of Date). <u>Daily trade showings, beginning Monday, Sept. 28 at 4:00 P.M.</u> Publicity: Donna Cannon, 104 E. 52nd St., PL. 3-7072.	LENTZ DIMINUTIVES (530 SEVENTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
Thursday Sept. 24 12:15 P.M. Luncheon	HOME FASHIONS LUNCHEON MEETING Speakers: Helen Valentine, editor of "Charm"; and Mary Hamman, editor of "Modern Living"--Department of "Life" Magazine. Price \$4.25 for members; \$4.75 for guests. Contact: Josephine M. Brush, MU. 7-8122.	HOME FASHIONS LEAGUE (141 EAST 44TH STREET)	HOTEL ROOSEVELT HENDRIK HUDSON ROOM
Thursday Sept. 24 12:30 P.M. Luncheon	SHOWING OF SPANISH RENAISSANCE FASHIONS Luncheon in honor of His Excellency, Don Jose Felix de Lequerica, Spanish Ambassador to the U.S. on occasion of Franklin Simon's store wide promotion of Spanish Renaissance, highlighting exclusive original clothes by Rodriguez, Bastida, Comar, Marbel and Marguerita Perez. By invitation. Publicity: Lenore Benson, WI. 7-9600. Publicity for special promotion: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	FRANKLIN SIMON	WALDORF-ASTORIA EMPIRE ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 24 1:00 P.M. Luncheon	FALL FASHIONS BY J.L.F. ORIGINAL Luncheon presentation of Fall fashions by J.L.F. Original, available at De Pinna. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Gene Loyd, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 24 3:30 P.M. Cocktails	PRESS PREVIEW OF 1954 SWIMSUITS "Seamolds" by Flexees 1954 swimsuit collection. <u>Showing at 4:00 P.M.</u> (Note Change of Date). By invitation. Publ.: Sandra Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Sept. 24 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW OF JEWELRY Joseff (Hollywood)--Jewellers To The Stars--will present a special showing. By invitation. Publicity: Brenon & Morgan, 270 Park Ave., PL. 9-1257.	JOSEFF JEWELLERS (HOLLYWOOD)	RIVER CLUB 447 E. 52ND STREET
Friday Sept. 25 10:00 A.M. Breakfast	PRESS PREVIEW: BRANELL RESORT COLLECTION Blumenstein, Ross & Lentz will present the Branell Resort and early Spring suit collection. (Note Change of Date). By invitation only. <u>Trade openings Tues., Sept. 29, at 10:00 A.M.</u> Publ.: Mildred Kaldor, MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Monday Sept. 28 11:00 A.M. Aperitif	PREVIEW OF CUSTOM FUR COLLECTION Press preview of Joseph Bernham's retail collection of custom furs. By invitation only. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	JOSEPH BERNHAM	16 EAST 52ND STREET SALON
Monday Sept. 28 4:00 P.M.	MID-SEASON MILLINERY CLINIC & BUSINESS MEETING Millinery forum and round table conference of the MMEA, with fashion, merchandising and business experts discussing millinery trends, problems and developments. By invitation. Contact: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES ASSOCIATION	HOTEL ASTOR
Tuesday Sept. 29 9:00 A.M. Breakfast	PREVIEW OF HOLIDAY AND CRUISE COLLECTION Margaret Newman of Miami will present her Holiday and Cruise collection of playclothes, sportswear and cocktail dresses to press and trade. <u>Showing at 9:30 A.M.</u> By invitation. Publ.: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	MARGARET NEWMAN ORIGINALS (MIAMI, FLORIDA)	PLACE TO BE ANNOUNCED
Tuesday Sept. 29 11:00 A.M.	PRESS PREVIEW OF FALL AND WINTER FURS Revillon Freres will present a press preview of their Fall and Winter fur collection. By invitation. Contact: Jeanne de Pene at Revillon, PL. 9-5504.	REVILLON FRERES	11 WEST 57TH STREET SALON
Tuesday Sept. 29 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Arnold Constable's Fall fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publ.: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Beginning Tuesday Sept. 29 1:15 P.M.	OPENING OF RESORT COLLECTION Oleg Cassini will show his Resort collection at 1:15 P.M. on Sept. 29, 30, Oct. 1, 2, 6, 7, 8, 13, 14, 15. Contact: Dorothy Lambert, BR. 9-5986.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11th FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Sept. 29 2:30 P.M.	OPENING OF RESORT & SPRING COLLECTION Opening of Henry Rosenfeld's Resort and Spring collection at 2:30 P.M. daily. (<u>Note Change of Date</u>). Contact: Sally Sober, LO. 5-0400.	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Tuesday Sept. 29 2:30 P.M.	PRESS SHOWING: RESORT & HOLIDAY COLLECTION Sylvan Rich will present a press showing of Martini Designed & Diminutives for Resort and Holiday. <u>Trade showings Wed., Sept. 30 at 10:30 A.M. daily.</u> Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Beginning Tuesday Sept. 29 2:30 P.M.	OPENING: RESORT & TRAVEL COLLECTION Showing of Paul Parnes' Resort and Travel collection at 2:30 P.M. daily. By appointment. Contact: CH. 4-4600. Publicity: Elena Turner at Walter Smith Assoc., JU. 6-0143.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Tuesday Sept. 29 3:30 P.M.	PREVIEW OF CRUISE COLLECTION Shaheens of Honolulu will present their Cruise collection of hand screened printed cotton separates and swimsuits to press and trade at a luau. By invitation only. Contact: Charles Rose Assoc., 1407 B'way, PE. 6-6974.	SHAHEENS OF HONOLULU	1407 CLUB 1407 BROADWAY
Tuesday Sept. 29 9:00 P.M.	HOLIDAY AND WINTER MILLINERY FASHION SHOW Holiday and Winter millinery fashion show. Show followed by supper and dance. By invitation only. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR BALLROOM
Wednesday Sept. 30 10:30 A.M.	PRESS PREVIEW: RESORT & EARLY SPRING COLLECTION Grabois will present their Resort and early Spring collection, designed by Zelma Golden. By invitation only. <u>Trade showings, beginning Tues., Sept. 29 at 1:15 P.M. and 4:00 P.M. daily.</u> Publicity: Gladys Steiner at Lester Harrison, Inc., 341 Madison Avenue, MU. 9-1630.	GRABOIS	498 SEVENTH AVENUE SHOWROOM-5TH FLOOR
Wednesday Sept. 30 11:00 A.M.	PRESS PREVIEW OF WOMEN'S FASHIONS Press showing of Bergdorf Goodman's Fall fashions for women. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Wednesday Sept. 30 12:30 P.M. Luncheon	HANDKNIT FASHIONS AT LUNCHEON SHOW Luncheon showing of Mimi Pearce's handknit fashions. Press by invitation. Public by reservation; contact: TE. 8-8000. Mimi Pearce contact: RE. 7-8110. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	MIMI PEARCE (23 EAST 67TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 30 12:30 P.M. & 6:00 P.M.	SHOWING OF FALL FASHIONS & ACCESSORIES Presentation of Fall ready-to-wear fashions and accessories for New Jersey women. Press invited. Open to public. Publicity: Jeannette Smith, Mitchell 2-8000, Ext. 202.	KRESGE-NEWARK	7TH FLOOR THIMBLEBERRY ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday October 1 1:00 P.M. Luncheon	ELFREDA-FOX FASHIONS AT LUNCHEON SHOW Jay Thorpe will present Fall fashions by Elfreda-Fox during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Jay Thorpe Publicity: Dorothy Coburn, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JAY THORPE	HOTEL PLAZA TERRACE ROOM
Thursday October 1 4:30 P.M. Cocktails	PREVIEW: "EYEWEAR FOR MODERN LIVING" Fashion and Function of "Eyewear For Modern Living" by Bausch & Lomb Optical Co. at press preview. By invitation only. Publicity: Helen Shapiro, Harshe-Rotman, Inc., 40 E. 49th St., PL. 9-2690.	BAUSCH & LOMB OPTICAL CO.	JOHNNY VICTOR THEATRE 40 W. 49TH STREET
Friday October 2- October 4	CARIBE STAG PARTY IN SAN JUAN White Stag will present their extensive and coordinated Resort and Summer 1954 playclothes for both men and women at a three-day party for the fashion press. By invitation. Publicity: Gloria Gelfand, BR. 9-1974.	WHITE STAG MFG. CO. (1407 BROADWAY)	CARIBE-HILTON HOTEL SAN JUAN, PUERTO RICO
Monday October 5- October 6 8:30 A.M. & 12:00 Noon	PREVIEWS OF RESORT- SPRING COLLECTION Breakfast (8:30 A.M.) and luncheon (12:00 Noon) previews of Carolyn Schnurer's Resort and Spring collection. By invitation. <u>Daily box luncheons for the trade beginning Wed., Oct. 7 at 12:00 Noon, with showing promptly at 12:30 P.M.</u> Contact: Lee Weber or Jose Lorenz, CH. 4-4587.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM - 23RD FLOOR
Beginning Monday October 5	RESORT-SPRING LINES BY SPORTSWEAR GUILD The members of the Sportswear Guild will introduce their Resort-Spring lines during the week beginning Monday, October 5. Members include: ADLER & ADLER, INC. DAVIDOW	THE SPORTSWEAR GUILD DAVID M. GOODSTEIN, INC. KANE-WEILL ZOLTAN ROSENBERG	MANUFACTURERS' SHOWROOMS SPORT-CRAFT, INC. STAR-MAID DRESSES
Tuesday October 6 9:30 A.M. Breakfast	PRESS PREVIEW: LUREX METALLIC YARNS Showing of Lurex Metallic Yarns in fashion and decoration--at 9:45 A.M. for the fashion and home furnishings press, radio, TV, and retail representatives; <u>cocktails 4:00 P.M.-7:00 P.M., with showing at 4:30 P.M. for Dobeckmun's Lurex customers and manufacturers.</u> Displays by Tom Lee, Ltd. Contacts: For fashion information - Julia Morse; For home furnishings information - Jane Scriven; both at Anderson & Cairns, Inc., 488 Madison Ave., MU. 8-5800; or Lynn Given, The Dobeckmun Company, PL. 7-7240.	THE DOBECKMUN CO. (250 WEST 57TH ST.)	HOTEL AMBASSADOR TRIANON ROOM
Tuesday October 6 4:30 P.M.- 6:30 P.M.	PRESS PREVIEW: 1954 SWIMSUIT COLLECTION Catalina will present their 1954 Holiday and Resort collection of ladies' swimsuits and playabouts. <u>Showing promptly at 5:15 P.M.</u> By invitation only. Publicity: Virginia Dickson, LA. 4-2380.	CATALINA, INC. (358 FIFTH AVE.)	ST. REGIS HOTEL ROOF

*****OUT OF DATE ORDER*****

* Thursday PRESS PREVIEW OF SHAHEENS OF 850 SO. BROADWAY *

* Sept. 24 CRUISE COLLECTION HONOLULU LOS ANGELES, CALIF. *

* 12:30 P.M. Shaheens of Honolulu will present their Cruise collection of handscreened *

* Luncheon printed cotton separates and swimsuits. By invitation. Contact: Charles *

* Rose Assoc., 850 S. Broadway, Los Angeles, Calif., Madison 6-2255. *

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MOVIES...MUSIC...THEATRE...BALLET

- Beginning Sunday Sept. 13. OPENING: "SADLER'S WELLS BALLET" METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST. S. Hurok will present the Sadler's Wells Ballet for four weeks only, featuring: Margot Fonteyn, Violette Elvin, Rowena Jackson, Beryl Grey, Nadia Nerina, Michael Somes. Sunday, Sept. 13: Swan Lake. Tuesday, Sept. 15: Swan Lake. Wednesday, Sept. 16: The Sleeping Beauty. Thursday, Sept. 17: The Sleeping Beauty. Friday, Sept. 18: The Shadow (Premiere), Homage (Premiere), Les Patineurs. Saturday, Sept. 19, Mat. & Eve.: Swan Lake. Sunday, Sept. 20, Mat. & Eve.: Swan Lake. Tickets: \$1.20-\$6.00. Contact: Michael Sweeley, Hurok Attractions, 711 Fifth Ave., PL. 9-6000.
- Monday Sept. 14. OPENING: "A RED RAINBOW" ROYALE THEATRE, 242 WEST 45TH ST. Bruce Fagan will present an anti-Communist play set in New York directed and authored by Myron C. Fagan. Featuring: Howard Smith, Robert Middleton, Effie Afton and Hans Josef Schumm. Settings: Louis Kennel. Publicity: Tom Barrows, CI. 5-4045.
- Wednesday Sept. 16 8:30 P.M. PREMIERE: "THE ROBE" (Movie) ROXY THEATRE, 7TH AVE. & 50TH STREET 20th Century-Fox will present the world premiere of the CinemaScope - Technicolor production of Lloyd C. Douglas' story of the beginning of Christianity and the man who crucified Christ. (The premiere is by invitation only. Open to the public beginning Thursday, Sept. 17.) Starring: Richard Burton, Jean Simmons, Victor Mature. Producer: Frank Ross. Director: Henry Koster. Costumes: Charles Le Maire. 20th Century-Fox Publicity: Ed Feldman, CO. 5-3320.
- Thursday Sept. 17 PREMIERE: "THE CADDY" (Movie) MAYFAIR THEATRE, 7TH AVE. & 47TH STREET Paramount Pictures will present a comedy about golfers with Dean Martin and Jerry Lewis with Donna Reed and Barbara Bates. Producer: Paul Jones. Director: Norman Taurog. Costumes: Edith Head. Paramount Publicity: Maria van Slyke, BR. 9-8700.
- Thursday Sept. 17 OPENING: "A PIN TO SEE THE PEEP SHOW" PLAYHOUSE THEA., 137 W. 48TH ST. Nancy Davids will present Joan Miller, Claude Horton, Jerome Kilty, Roger Moore in a British murder drama by H. M. Harwood and F. T. Jesse. Director: Peter Cotes. Costumes: Ruth Morley. Lighting by Feder. Scenery: Ariel Ballif. Publicity: Richard Maney, CI. 7-4646.
- Monday Sept. 21 8:30 P.M. PREMIERE: "LITTLE BOY LOST" (Movie) RIVOLI THEATRE, B'WAY & 50TH ST. Paramount Pictures will present the premiere, for the benefit of the Overseas Press Club (open to the public beginning Tuesday, Sept. 22), of a father who returns to France after the War seeking the whereabouts of his motherless son. Starring: Bing Crosby, Claude Dauphin with Nicole Maurey and Christian Fourcade. Producers: William Perlberg and George Seaton with Mr. Seaton directing. Costumes: Edith Head. Paramount Publicity: Maria van Slyke, BR. 9-8700.
- Tuesday Sept. 22 OPENING: "AT HOME WITH ETHEL WATERS" 48TH STREET THEA., 158 W. 48TH ST. Herman Levin, in association with Richard Barr and Charles Bowden, will present a one-woman show starring Ethel Waters with her accompanist Reginald Beane. Director: Richard Barr. Sets: Oliver Smith. Publicity: Richard Maney, CI. 7-4646.
- Thursday Sept. 24 OPENING: "TAKE A GIANT STEP" LYCEUM THEATRE, 149 W. 45TH ST. Lyn Austin and Thomas Noyes will present Louis Peterson's story of a Negro boy, with Maxine Sullivan, Frederick O'Neal, Jane White. Sets: Eldon Elder. Costumes: Ruth Morley. Publ.: Barry Hyams, WI. 7-9218.